

[18 April, 2001]

RAJYA SABHA

like to inform the House that no mill has become sick due to the Jute Packaging Act.

*468. *[The questioner Mirza Abdul Rashid was absent. For answer vide page 39 infra, j*

Growth in foreign tourist arrival

*469. PROF. M. SANKARALINGAM: Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether Government have taken any steps to consolidate the gains of unprecedented growth in foreign tourist arrivals;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor;
- (d) whether Government propose to conduct road shows in foreign countries to tap 'crucial' tourism markets of the country;
- (e) if so, the details thereof; and
- (f) if not, the reasons therefor?

THE MINISTER OF TOURISM AND CULTURE (SHRI ANANTH KUMAR): (a) Yes, Sir.

(b) The steps taken by the Government to consolidate the gains of growth in foreign tourist arrivals include, inter alia:

- Marketing strategy emphasising Conference and Convention tourism, Health tourism, Golf and Sports tourism. Adventure tourism, Wild life tourism, Island tourism, Eco-tourism holidays, Pilgrim tourism, festivals and fairs.
- Aggressive media campaign in the overseas tourist generating markets.
- Participation in more travel and tourism exhibitions and fairs to create visibility about India.
- Joint promotions with the tour operators and airlines.
- Production of quality tourist literature and promotional material.

- To invite media personnel and tour operators from new tourist potential regions to enable them to have a first hand knowledge of India's tourist attractions and facilities.
- Increase of air seat capacity.
- Utilisation of Information Technology for development of tourism web sites and production of the matic CD Roms/ Video films to disseminate information about the Indian Tourism products.

(c) Does not arise.

(d) Yes, Sir.

(e) Conducting of Road Shows in the tourist generating markets and new tourist potential areas is an important promotional tool to boost tourist traffic. All overseas tourist offices regularly plan and conduct road shows either exclusively or with the travel trade.

(f) Does not arise.

PROF. M. SANKARALINGAM: Mr. Chairman, Sir, one of the important items from which we can earn foreign exchange is tourism. Of course, the answer given by the hon. Minister enunciates so many measures. I welcome it. Moreover, there is a newspaper report in the *Indian Express* dated 8th March, 2001 under the caption 'Kerala to launch roadshows in US and Germany'. The State Tourism Secretary, Shri Amitabh Kant said, "Kerala will hold a series of roadshows in the United States and Germany." Why can't all the States be involved in it? What steps is the Central Government taking to cooperate with all the States to have roadshows and exhibitions in other countries?

SHRI ANANTH KUMAR: Sir, there is a welcome trend. There is an increase in the foreign tourist arrivals in India for the last five years. But it is not adequate. The Government of India's tourism offices abroad are continuously doing promotional and marketing campaigns, including roadshows and various other events.

PROF. M. SANKARALINGAM: Has the Central Government studied the improvement in the foreign tourist flow, State-wise, for

the last three years? If the statistics are not available, would the hon. Minister give the same to the House later?

SHRI ANANTH KUMAR: Sir, we will collect this information and place it on the Table of the House.

विभिन्न श्रेणियों के कोयले के मूल्य-निर्धारण की नयी व्यवस्था

*470. श्री अनन्तराय देवशंकर दवे: क्या कोयला मंत्री यह बताने की कृपा करेंगे कि :

(क) क्या सरकार ने हाल ही में विभिन्न श्रेणियों के कोयले के मूल्य निर्धारण हेतु एक नई व्यवस्था तैयार की है,

(ख) यदि हां, तो नई व्यवस्था पुरानी व्यवस्था के किस प्रकार भिन्न है,

(ग) इस नई व्यवस्था से उपभोक्ताओं और उत्पादकों को किस हद तक लाभ होने की संभावना है, और

(घ) इस नई व्यवस्था के परिणाम कब तक प्राप्त होने की संभावना है ?

कोयला मंत्रालय के राज्य मंत्री (श्री सैयद शाहनवाज़ हुसैन): (क) से (घ) एक विवरण-पत्र सभा पटल पर रख दिया गया है।

विवरण

(क) और (ख) केन्द्र सरकार ने 1.1.2000 से कोयले के मूल्य को पूर्ण रूप से विनियंत्रित कर दिया है।

(ग) और (घ) उपर्युक्त भाग (क) और (ख) के उत्तर को देखते हुए प्रश्न ही नहीं उठता।

New system of price-fixation for different categories of coal

†*470. SHRI ANANTRAY DEVSHANKER DAVE: Will the Minister of COAL be pleased to state:

(a) whether Government have recently formulated a new system for price-fixation of different categories of coal;

(b) if so, in which manner new system differs from the old system;

† Original notice of the Question was received in Hindi.